Appln. No.: 10/552,760

IN THE ABSTRACT:

Please substitute the following Abstract for the Abstract starting at page 65, line 3 and ending at line 25.

A color display apparatus is constituted by includes a display panel which has a light reflection area and a light transmission area for each pixel, and a light source for causing light to enter said the display panel from a back surface of said display panel. The light reflection area includes plurality of subareas including a first subarea in which the incident light is modulated and reflected in a brightness change range within which a brightness of a reflected light is variable and a hue change range within which a hue of a chromatic color assumed by a reflected light is variable, and a second subarea provided with a color filter in which incident light is modulated and reflected in a brightness change range within which a brightness of a reflected light is variable. In the light transmission area, the incident light is modulated in a brightness change range within which a brightness of a transmitted light is variable. The light source is periodically switched at least between two lights different in color. The apparatus further comprises means for performing can perform the modulation in the light transmission area in synchronism with the switching in color of said the light source.